1988 Index of Articles

Agency Sales Magazine

JANUARY

Features

Casting Consultants Builds An Agency And An Image With Seminars — Seminars attract customers and turn a profit on their own, page 4

Co-Sponsored Seminar Trains Agents, page 12

Those Thrilling Days Of Yesteryear — The Latest In Electronics, page 14

The MANA Computer Survey, page 17

Voice Mail Important Part Of Traveling Sales Agent's Arsenal, page 22

Buying A New Computer? Do It Right The First Time, Arnold Kanov, page 27

Avoiding The Hidden Costs Of Computer Conventions, Chris Fisher and Harriet Wright, page 29

Sales Agency Management #5 — Use Part-Time Employees At Any Stage Of Agency Growth, page 52

RepLetter

Manufacturers Discuss Marketing Planning For The New Year

Manufacturers Ask Cogent Questions At Madison Seminar

The Perfect Trainer For Your Agents

Are You Playing Games With Your Agencies?

Follow-Up Sales Letters Help Agents Sell

Manufacturer Buys Lunch For All His Agents Once A Month

Dropping Products From Line Opens Door For Competitors

FEBRUARY

Features

Henry Unger, Agent And Consultant — The toys your children play with were probably sold by this agency, page 8

Small Business Climate Declines For Second Consecutive Quarter, page 14

Putting Up Your Own Building, Larry Pope, page 16

You Should Never Stop Prospecting, Jim Gibbons, page 26

Agents Tell How They Get Appointments, page 31

How To Develop Your Client's Trust — Quickly, Kerry L. Johnson, page 34

Sales Agency Management #6 — Motivating Agency Employees And Yourself, page 38

Readers Remember, page 51

Those Thrilling Days Of Yesteryear — So You Want To Become A Manufacturers' Agent! page 52

How To Become Consultative, Mack Hanan, page 56

Nothing But The FAX, page 67

RepLetter

How You Can Help Your Agents Lock Up New Business

Encourage Your Agents To Use Your Sales Literature

Make Money With All The Products You Manufacture

Do You Give Your Agents An Out-Of-Town Number When You Travel?

Use This Co-op Sampling Program To Promote Agency Sales

Try Sharing Customer Histories With Your Agencies

You May Be Looking For The Wrong Kind Of Agent

Money Motivates Agents — But How?

Using Agents To Sell To Distributors

A Coach Isn't A Cheerleader

Make A Good Impression On Your Agents

MARCH

Features

Those Thrilling Days Of Yesteryear — Are You Looking For Good Sales Agents? page 5

Welsh Metal Products — An Agency Where Personal Values Mean Value To Customers And Principals, page 8

Agents Reveal Advertising Techniques That Work For Their Principals, page 12

1988 Index of Articles

An Agency By Any Other Name — What should you call your agency? page 14

How To Create A Great Logo, page 16

Mergers Of Manufacturers' Sales Agencies — Difficult, But Not Impossible, Melvin H. Daskal, M.B.A., C.P.A., page 22

When Principals Merge — What you need to know to protect yourself, page 33

Reading Between The Lines Of An Annual Report — Check your investments . . . check up on your principals . . . and spot companies you'd like to represent, page 38

Should You Give Senior Agency Executives Stock Options? page 42

Sales Agency Management #7 — How To Prosper Under Pressure, page 56

Found . . . Automobile Deduction Loophole and **One Easy Way To Document Your Expenses,** Irving L. Blackman, C.P.A., page 66

RepLetter

Help Your Agencies Handle An Economic Downturn

Top Agents Sell Differently

Is A Declining Commission A Good Way To Motivate Agencies?

Make Sure Your Staff Understands The Agency Method Of Selling

Don't Let Infighting Spill Over Into Your Agency Network

Here's A Good Way To Involve Customers In Demonstrations

How To Break In Your Successor

Rep Councils Work When They Are Cooperative Efforts

APRIL

Features

For Sy Schafer, Termination Was A Blessing In Disguise — This Rochester agent lands on his feet . . . and keeps on running, page 4

How To Be Published In The Pages Of Agency Sales, page 12

The 1988 Daskal/Spector Accountancy Survey Of Manufacturers' Sales Agencies, Melvin H. Daskal, M.B.A., C.P.A., page 14

When And How To Offer Early Retirement Incentives, page 26

Those Thrilling Days Of Yesteryear — Professionally Speaking, page 28

Should You Sell Your Agency On Your Own? page 31

Sales Agency Management #8 — How To Win Friends . . . And Customers . . . On The Speakers Podium, page 36

Agents And Manufacturers Must Share Common Goals, page 40

Agencies In Good Position With Local Bankers, page 51

Replace Your Old Equipment, Joseph Arkin, C.P.A., M.B.A., page 54

Smart Planning For Closely Held Corporation Owners, Irving L. Blackman, C.P.A., page 62

RepLetter

Use A Territory Analysis To Find And Choose The Best Agency

What To Do When Your Management Puts Off Decisions That Affect Your Agencies

Work With Your Agents To Score High On Vendor Rating Programs

Agents Claim Principal's Corporate Image Crucial When Marketing Me-To Products

Agent Peer Review Panel Can Help Resolve Misunderstandings

Agent Claims His Best Principal Makes Mistakes

Be Outrageous — Motivate Agents By Leaving A Lasting Impression

What To Do When An Agent Prefers Not To Represent Your Closely-Held Company

Should An Agent's Commission Suffer When You Decide To Low-Ball Price A Product?

Announce Your Summer Plans Now

MAY

Features

The Hallmark Group — An agency that looks and behaves like a major conglomerate, page 4

How To Use 800 Numbers Effectively — Agents and manufacturers can make use of this marketing technique, page 12

The 1988 MANA Survey Of Manufacturers' Sales Agency Annual Expenses, Melvin H. Daskal, M.B.A., C.P.A., page 16

Six Ways To Use Your Trade Show Exhibit, page 22

Agents: Here's How Your Salespeople Should Deal With Competitors, page 27

A Special Report For Manufacturers — What Are Your Competitors Up To? page 33

1988 Index of Articles

84 Tips You Can Use To Build Sales, page 36

The Business Of Selling Is Listening! Alma Baron, page 42

Marketing To The Fortune 500: Read What Purchasing Agents Read, Jeffrey P. Davidson, CMC, page 44

Multi-Step Prospecting, George Miller, page 55

Those Thrilling Days Of Yesteryear — The MANA President Says, page 60

401(K) Plans Still A Tax-Saving Star and **Sure-Fire Ways To Avoid Estimated Tax Penalty,** Irving L. Blackman, C.P.A., page 64

RepLetter

Nonselling Activities For You And Your Agencies At Trade Shows

Using Agents To Reach Distributors

Rotating Employees Working With Agencies Provides Fresh Perspectives

Don't Let Creativity Get In The Way Of Your Agency Presentation

Do You Hide Your Best Efforts From Your Agencies?

Using Agencies To Sell New Lines That Don't Fit With Your Present Selling System

How Do Your Agents Spend Their Working Time?

JUNE

Features

Give Me An Aggressive Agency Any Day, page 4

Chuck Copenhaver: A Marketing Man Who Puts Himself In The Shoes Of His Agents — The marketing vp of MAC Equipment, Inc. knows what it takes to work effectively with agents, page 8

MANA Survey Report . . . Product Training, page 14

Those Thrilling Days Of Yesteryear — Are You Being Pushed Around? page 16

Sales Agency Management #9 — Making Time To Manage, page 18

Agents: Help Your Salespeople Handle Customer Complaints, page 22

The Why And How Of Effective Networking, Tim Connor, page 27

Evaluating Your Sales Agency Personnel, Bill Stiles, page 30

How To Spot The High-Tech Hotshots — More Help for agents who employ technical salespeople, page 36

The Best Bang For Your Tax Buck — Qualified Plans, Irving L. Blackman, C.P.A., page 51

Looking At A Problem No One Likes To Think About — Employee theft may be costing you time and money . . . and your business, Dick McCrory, page 54

Handling The Difficult Job Of Dismissing An Employee, page 60

RepLetter

What To Do When Your Commissions Aren't Very Competitive

Helping Your Agencies When There Are Distributors In The Marketing Mix

Use Benchmarks When You Evaluate Agencies

Follow-Up Letters Help Your Agents Sell More Effectively

How To Win Back Lost Customers

How Do You Respond To Suggestions From Your Agents?

Being Promoted? Make Sure Your Successor Knows How To Work With Agencies

JULY

Features

Canada's Tech Sales: This Agency Grew Rapidly By Sticking To Values That Mean Good Business For Everyone, page 4

Nothing But The Fax — Facsimile machines have moved into the agency spotlight, page 12

Fax Directories You Can Use, page 23

Retirement Plans For Manufacturers' Agents, George Webster, page 24

Those Thrilling Days Of Yesteryear — Your Son And Your Business, page 32

Are You Using Agent Software In Any Shape Or Form? page 33

Tell Us About Your Experience With Rep Councils, page 33

So You're Going To Take Over The Family Business — Some advice to sons and daughters planning to follow in a parent's footsteps, page 35

How To Create A New Venture Business Plan — Whether you're starting an agency or expanding one into other fields, a business plan is essential, page 39

Developing A Winning Team, Jeanne and Herb Greenberg, page 56

Stockholm — Site Of Next IUCAB Congress, page 62

1988 Index of Articles

How Are You Using Your Copy Machine? page 63
A Timely Guide From Dartnell, page 63

RepLetter

An Agent Responds To A Manufacturer's Demands For More Time With His Account
New Product Development Need Not Mean Major Capital Investment
Do You Analyze The Feedback You Get From Your Agencies?
Small Is Beautiful For Some Agents
Purchasing Profile Is A Practical Tool For Your Agencies
The Difference In Selling To Engineers And To Purchasing Agents
Mail To Your Agent's List When You Exhibit In His Or Her Territory
Should You Be The Umpire In An Agent/Distributor Disagreement?
Don't Neglect Word-Of-Mouth When You're Looking For Agents
Competitive Comparative Chart Helps Agents Sell
Training Feedback Makes Program More Successful

AUGUST

Features

Lionel Dace Runs An Agency The Old-Fashioned Way — With Plenty Of Hard Work, page 4
Edelmann & Associates Celebrates Its 25th Anniversary, page 14
Customer Service Is More Than Just a Buzzword — It's a strategic competitive tool . . . if you know how to use it, Jim Gibbons, page 16
What If 60 Minutes Called On Your Agency? page 20
Our Man In The Territory, Dan Bray, page 23
Strangling The Grapevine — How to deal with rumors, Candace Kaspers, Ph.D., page 33
Commitment, Sam Skinner and Ralph Dye, page 35
Keeping Agency Secrets, page 42
Those Thrilling Days Of Yesteryear — Using The Telephone To Help Mechanize Your Field Sales, page 52
Three MANA Members Share Their Ideas, page 55
Sales Agency Management #10 — An Agent's Guide To Practical Decision Making, page 60

RepLetter

Providing Technical Services In The Field
Pricing In A Competitive Market
Advertising Your Products Abroad
Why Agents Turn Down Lines
Pick Your Inside Salespeople Carefully
Competitive Round Robin Tape Helps Agents Sell
Do You Ask For Feedback After An Agency Sales Meeting?
Support Your Local Agency In The Local Media
Who's On The List To Receive Your Agent Newsletter?
How Do You Allocate Inquiries When You Have More Than One Distributor In A Territory?

SEPTEMBER

Features

Tilt-Lock Switches To Agents — Increases Sales, page 4
New Products: The Lifeblood Of Manufacturers And Sales Agencies, page 11
Products Fail Because Of Poor Design — Customers Suffer, page 19
Manufacturers Boost Sales To Distributors With Telemarketing, page 20
Sales Managers: A Look At A Profession In Transition, page 21
An Open Letter To Sales Managers Working For Contract Manufacturers, Robert E. Sachs, page 25
Those Thrilling Days Of Yesteryear — 10 Ways For The Salesman To Woo The Purchasing Agent, page 26
How To Write A Letter To A Prospective Principal, page 29
Forecasting: A Practical Guide To Decision-Making For The Year To Come, page 40
Disaster Control: Plan Ahead For A Computer Failure, page 51
Small Business Legislative Council Report, page 56

RepLetter

How To Work With Agents Who Also Provide Consulting Services
Don't Skimp On Postage When Writing To Your Agents
Now's The Time To Plan Your 1989 Advertising
Get More Bang For Your Ad Buck With Your Agents' Help
Soothing The Ruffled Feathers Of An End-Run Victim
How Do Your Agents Rate Each Other?
Selection Guide Helps Agents Sell Consumable Products

1988 Index of Articles

Sales Manager Forbids Agents From Taking Notes During Sales Meeting

Multi-Office Agent, Or One-Office With Centrally Based Team?

OCTOBER

Features

The Paul Mueller Company Knows How To Make An Agency Council Work, page 4

Mike Morrow: An Agent Who Turns Things Around — When Armco Marketing lost its bread and butter, Mike knew just what to do, page 8

MANA Members Tell What They See In The Cards For 1989 — Most see major opportunities for growth in the year to come, page 17

Territorial Restrictions Under The Antitrust Laws, George Webster, page 26

For Manufacturers . . . Increased Market Share Is Not Always The Path To Success, page 34

Agency Expansion — How Many Salespeople Are Enough . . . Too Many? page 51

RepLetter

Do You Project A "Small" Company Image To Agents?

Dealing With Territory Myopia

How Do You Budget For Field Training?

Building Better Mousetraps Is Easier Than Selling Them — Sometimes

Slick Trick Of The Month

Make Your Offer In Writing

Have Your Sales Support Spend Time With An Agent In The Field

Tell Your Ad Agency What You Tell Your Sales Agencies

Coping With The Glut Of Publications In Which You Can Advertise

Short-Stopping The Out-Of-Catalog Problem

NOVEMBER

Features

Len Kendall Builds A Family Of Businesses — Agent and manufacturer, this Yankee sets tough goals for himself . . . and meets them, page 4

→

SUBSCRIBE TO

Agency Sales

THE MARKETING MAGAZINE FOR MANUFACTURERS' AGENCIES AND THEIR PRINCIPALS

Yes, I would like to try **Agency Sales Magazine.** Please enter my subscription and send me the **FREE** Research Bulletin, ***Survey of Sales Commissions.*** I understand that I may cancel my subscription after the first three issues and receive a refund of the unused portion of my paid subscription. Either way, I may keep the Research Bulletin.

Company_____ Phone (____) _____

Name_____ Title_____

Address_____

City_____ State/Prov._____ Zip/Post. Code_____

SUBSCRIBE FOR TWO YEARS AND SAVE $10!

☐ **One year subscription $37.50** (U.S.A. only) ☐ **One year subscription $50.00** (Canada & Foreign subscribers surface mail)
☐ **Two year subscription $65.00** (U.S.A. only) ☐ **Two year subscription $90.00** (Canada & Foreign subscribers surface mail)

Payment must be in U.S. dollars drawn on a U.S. bank or an International Money Order for U.S. dollars. Ten dollar charge on all returned checks.

Check #_____ in the amount of $_____ enclosed.

Check one. Our firm is a ☐ Manufacturers' Agent ☐ Manufacturer ☐ Other_____
please describe

Mail to: MANA, P. O. Box 3467, Laguna Hills, CA 92654 • (714) 859-4040 • Hours 8:30-4:30

SUB-701-HW

Manufacturers' Agents National Association Publication

1988 Index of Articles

Those Thrilling Days Of Yesteryear — Shall The Manufacturer Choose An Individually-Operating Representative Or One With A Sales Staff? page 14

How To Get More Of Your Agents' Time — Agents reveal what it takes for them to devote more time to a line, page 17

How To Destroy An Agency Team — Ever wonder why some agency teams just seem to disintegrate? Here are some of the answers, page 23

Business Law For Manufacturers And Agents: Interference With Contract Or Business Relationships — A draconian danger-or-bountiful bonus, Alvin G. Greenwald, page 28

Business Meals Can Double Your Tax Pleasure and **A Warning To All Businesses: Don't Mess With Payroll Taxes,** Irving L. Blackman, C.P.A., page 34

1988 MANA Membership Directory Supplement, page 43

RepLetter

Agents Discuss Why Some New Products Fail

Looking At Selling Strategies For 1989

Let Your Agents Sell In The Style That Works Best For Them

Creating Service Manuals For Your Agents

An Agent's Mix Of Principals May Provide Insight For Your Product Development

Most Agents Pay The Same Attention To Sales Leads That You Do

Choose An Advertising Agency That Is Sales Oriented

Dealing Directly With Competitors' Claims

It May Be Time To Review The Geographical Concentration Of Your Business

1988 INDEX OF ARTICLES' FEATURES

Because MANA wishes to meet the needs of agents and manufacturers by providing them with as much resource material as possible, it is our intent here to make available to you, previous issues of *Agency Sales* or copies of individual articles listed at minimal costs. Back issues of *Agency Sales* (call MANA for availability) are $3.50 each. Copies of individual articles and/or the corresponding Research Bulletin (if printed in that form) are $1.50 each to MANA members and $3.50 each to non-members and *Agency Sales* subscribers. All orders must be accompanied by a check payable to MANA in U.S. dollars drawn on a U.S. bank or International Money Order for U.S. dollars. Ten dollar charge on all checks returned from the bank. For more information contact MANA, (714) 859-4040.

DECEMBER

Features

Gary Becher Knows How To Promote His Agency—He gets maximum impact for minimum cost without sacrificing anything, page 4

Graphics Does Double Duty At Becher Associates, page 13

Elsco Creates An Agency Promotion That Tells A Story The Way It Should Be Told, page 16

How To Get A Better Response From Your Direct Mail, page 19

Audio-Visual Equipment Helps Make Sales, page 23

Ten Steps To Making A Better Presentation, page 28

Sales Agency Management #11 — How To Put Your Ideas Across, page 32

Trade Shows: A Necessary Evil Or A Practical Sales Tool? page 38

Let Uncle Sam Pick Up Your Convention Costs . . . Or At Least Some Of Them, Mark E. Battersby, page 42

How To Get More Of Your Agents' Time (Part 2) — Agents reveal what it takes for them to devote more time to a line, page 55

Now's The Time For Business Travelers To Check Out The Costs Of Phone Calls, page 62

The State Of Small Business — A Report Of The President To Congress, page 63

RepLetter

Developing New Markets For Old Products

Should You And Your Agencies Provide Technical Service?

What Is Your Philosophy About Growth?

Asking Other Manufacturers For Agency Recommendations

Should Field Visits Be Training Sessions?

Helping Your Agents Take Part In Distributor Trade Shows

New Agents Need Territory Sales Volume Figures

Do You Tell Your Agents How You Expect Them to Handle Sales Leads?